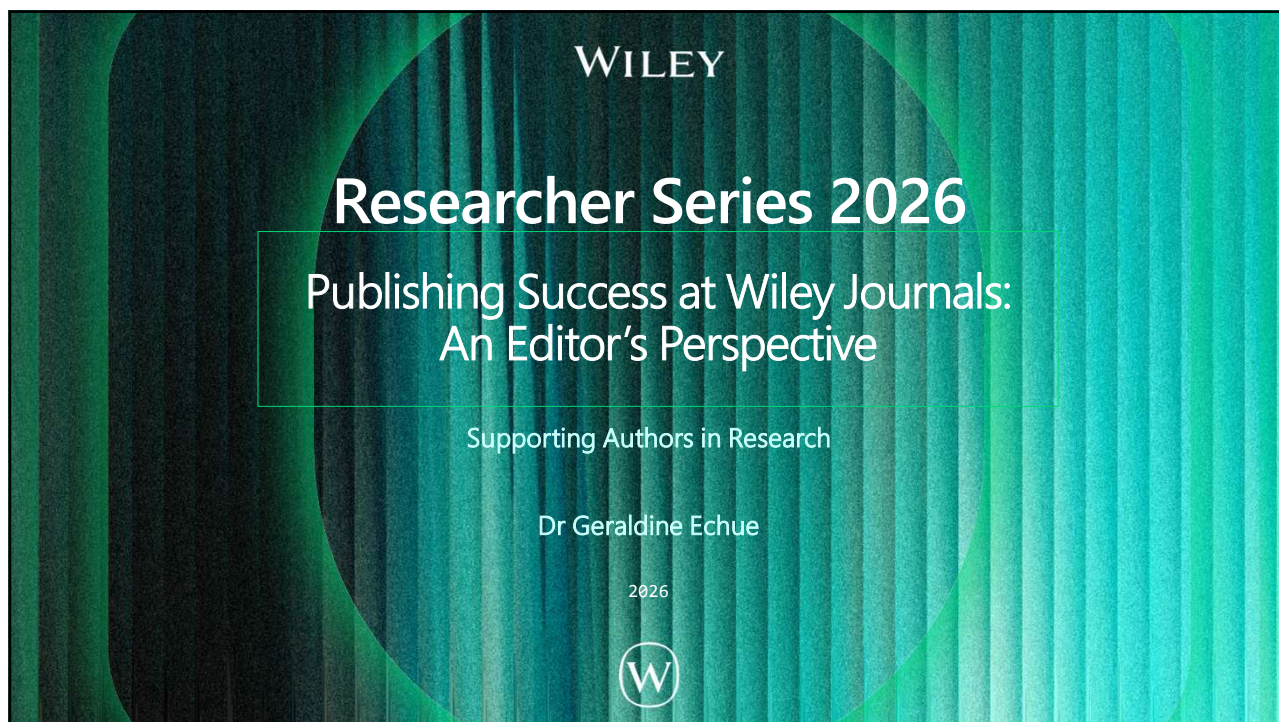
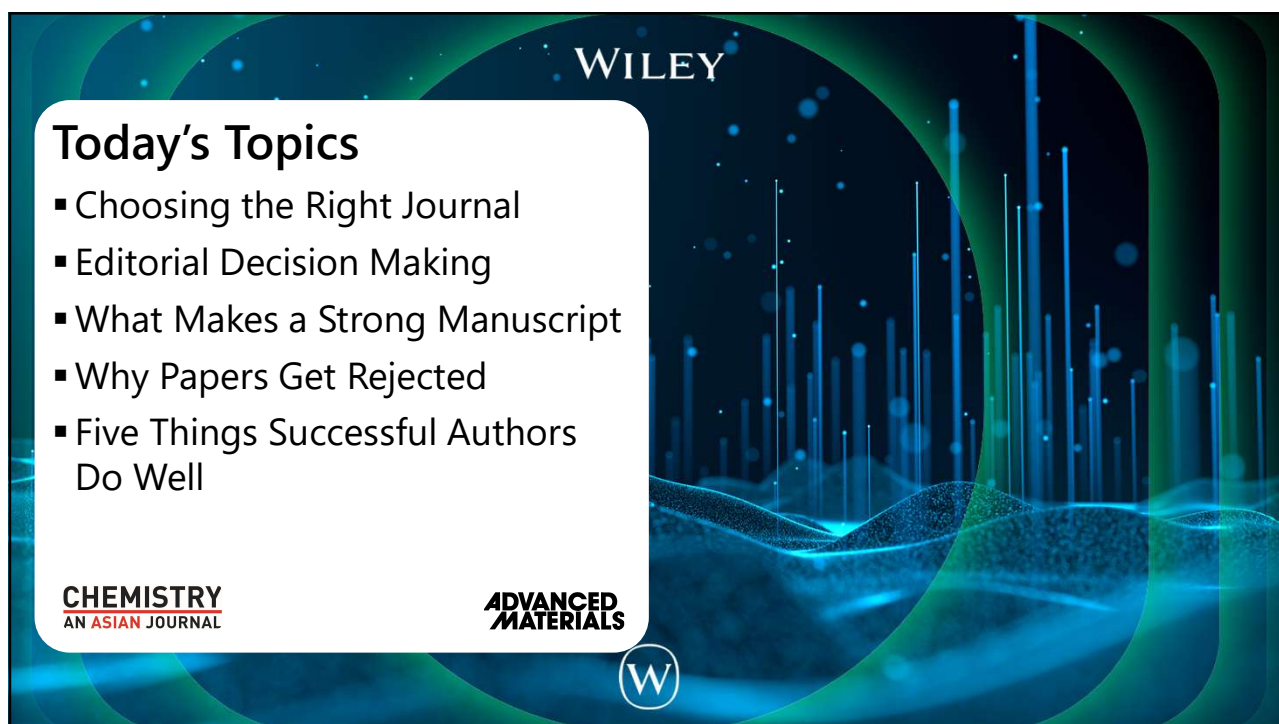




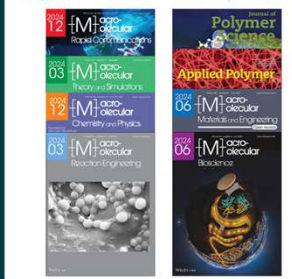
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2

Materials Science & Physics Journals at Wiley

Polymer Science & Composites



Nanoscience & Nanotechnology



Healthcare & Life Science



Energy Science & Sustainability



Engineering, Technology & Interface Science



Physics, Photonics, Electronics & Theory



3

Chemistry Journals at Wiley



4

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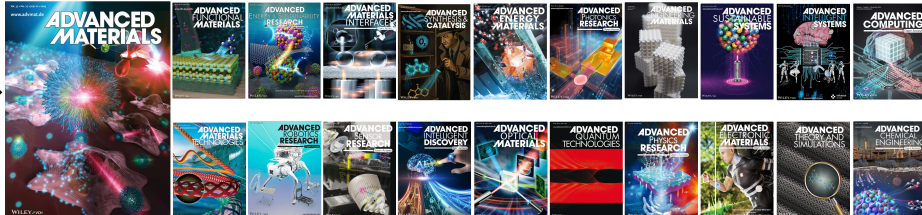
MULTIDISCIPLINARY



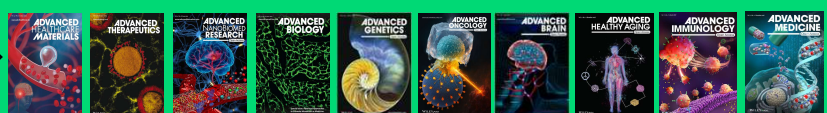
+30 Journals

- Comprehensive subject area coverage
- Field-specific editors make decisions across journals

PHYSICAL SCIENCES & ENGINEERING



LIFE & HEALTH SCIENCES



5

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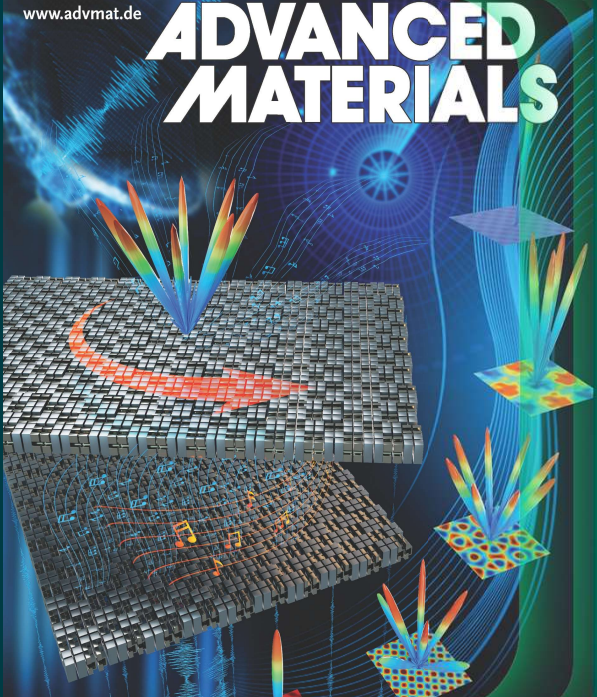
Journal Selection

Publishing Success Tip #1



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Journal Selection

Think of your audience.

"Who is my audience?"

determines:

WHERE you publish

WHAT & HOW you write

HOW you frame & sell your story

IDENTIFY AUDIENCE → CHOOSE JOURNAL

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Choosing the Right Journal

Not sure which journal is right
for your work?

Try Wiley's AI-powered Journal Finder:

<https://www.wiley.com/en-jp/journal-finder/>



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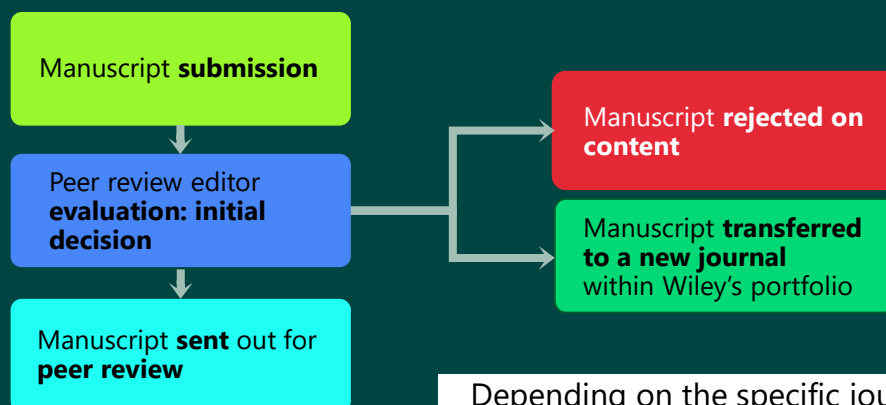
Editor Decisions

Publishing Success Tip #2



9

Manuscript Handling – Peer Review Workflow



Depending on the specific journal,
50% – 80%
of all submissions do not make to it
peer review

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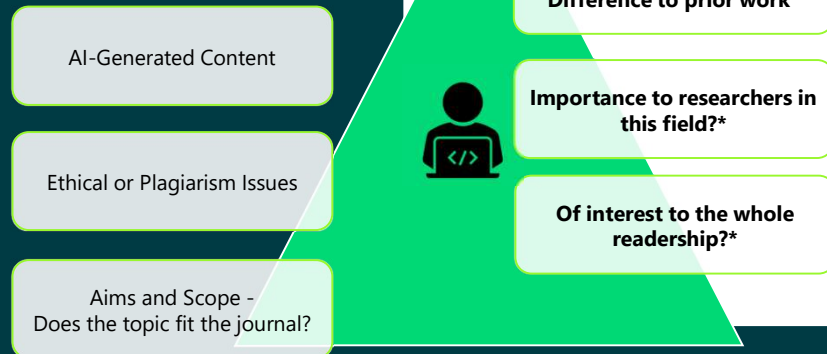
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Initial Editorial Assessment

How do Editors evaluate a manuscript?

If a paper meets or exceeds the standards of the journal in all of these areas, it will likely be sent for peer review



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Where Does the Editor Look?

Publishing Success Tip #2

Editors and Reviewers are Busy!

Make it **easy** to understand the **'best points'** of your work, by using these **focus points**



"If I am interested, my readers will be too!"

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The Manuscript Title



Clear Message

- What did you **find**?
- Not what did you **do**?



Simple and specific

- Less than 15 words
- Statement form
- Active verbs



Use keywords

- Not “new” or “novel”
- Searchability



- ✓ Specific
- ✓ Concise
- ✓ Contains relevant keywords
- ✓ **Active verbs**
- ✓ **Keywords**

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The Cover Letter – Key Points

- Why is this **topic important**?
- What is the **key result** and its **significance**
- How does it **advance** the field?
- Why does your paper **fit** this **journal**?
- Do NOT copy the Abstract



Be proud of your work!
BUT don't oversell it.

Tip: keep the letter as short as possible – the longer it is, the easier it becomes to miss the important details

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Abstract

Keep it simple!

1. Background: **Reason** and **importance** of the work (The **Why**?)
2. Important **methodology** (Experimental systems)
3. What are the **significant results**?
- most important findings only
4. What are the **conclusions**/implications/applications?



Tip: The first and last sentence are very important!

Include
Keywords

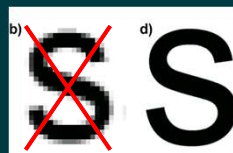
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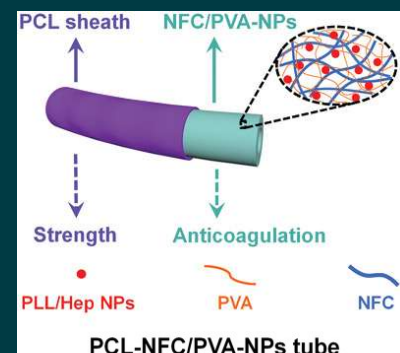
15

Figures

- Figures are one of the first things “read” by editors, reviewers & readers
- Figures summarize your results
- Figures should be designed for clarity, simplicity & impact
- ...and be of good quality!



A well-designed figure is worth a thousand words!



<https://doi.org/10.1002/adhm.202100839>

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References

References put the work in proper context

Put your work in context

Seminal and recent papers that are representative of current understanding and state-of-the-art

Time scale

References should be from within an appropriate timeframe.

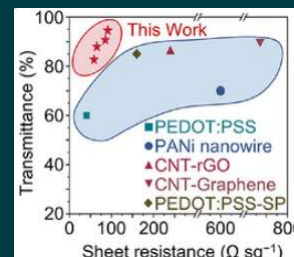
Comparisons

Particularly for papers where performance is the key point, tables with comparison values are beneficial

Be precise

"The use of X in combination with Y has been rarely reported.[no reference]"

Are there reports? Cite them! Are there none? Say it!



Electrode	Sheet resistance [Ω sq ⁻¹]	Transmittance [%]	Cited paper
CP/HG ⁹	58.72 ± 3.82	82.68 ± 2.40	This work
	65.44 ± 4.91	87.96 ± 2.99	
	85.71 ± 5.06	90.69 ± 3.17	
	91.31 ± 7.49	94.53 ± 3.41	
PEDOT:PSS	41	60	Ref. [83]
PEDOT:PSS-SP ¹⁰	160.0	85.0	Ref. [86]
PANi nanowires ¹¹	601	71.1	Ref. [87]
CNT-rGO	37.0	80.0	Ref. [88]
CNT-Graphene ¹²	10.1	87.6	Ref. [89]

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<https://doi.org/10.1002/adma.202417827>

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Editor Evaluation

Why Do Papers Get Rejected?

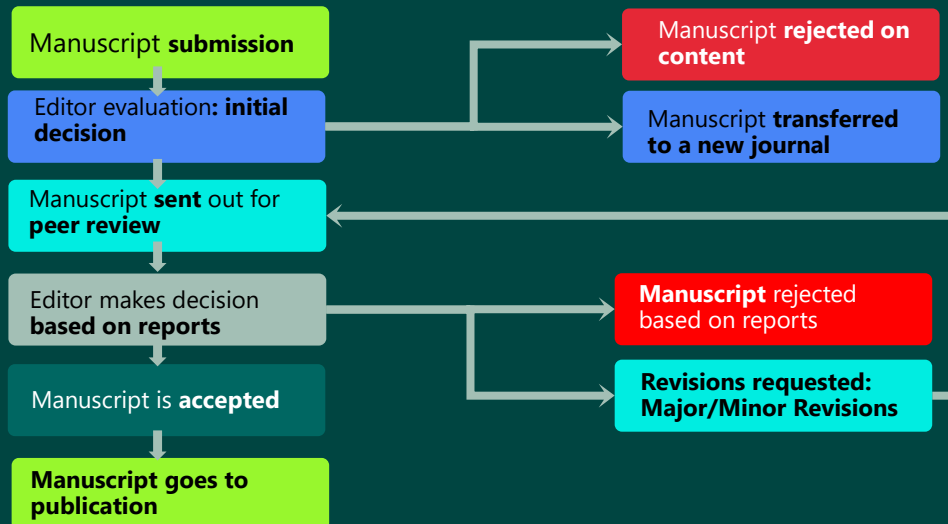


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RESEARCH

Open Access

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Manuscript Handling – Peer Review Workflow



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How to Address Revisions

Carefully consider reviewer comments

Not all changes have to be made, but...
...you need convincing arguments for changes not made

Prepare revision

- Make changes to the manuscript
- **Highlight** changes in manuscript
- Point-by-point response letter to **all** reviewer issues
- Response likely will go back to reviewers



Need to convince both editor *and* reviewers

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Why do Papers Get Rejected?

BEFORE PEER REVIEW

- Out-of-scope
- Technical failure/incomplete submission
- Insufficient novelty
- Too preliminary/scientifically flawed
- Ethical or integrity concerns

AFTER PEER REVIEW

- Methodological flaws
- Conclusions not supported by data
- Limited significance or impact
- Reviewer concerns not adequately addressed

Top tip

Ask yourself: Is my paper suitable for this journal, and does the evidence fully support my conclusions?

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Rejection – Not the End of the World



Most scientists have been rejected – do not take it personally

Try to understand why the paper was rejected

Where possible, use the advice from the editors & reviewers **to improve the paper**

Re-evaluate your work before you resubmit

Consider offers to transfer your manuscript to another related journal

- Faster publication, sometimes without further peer review (when reports are present)

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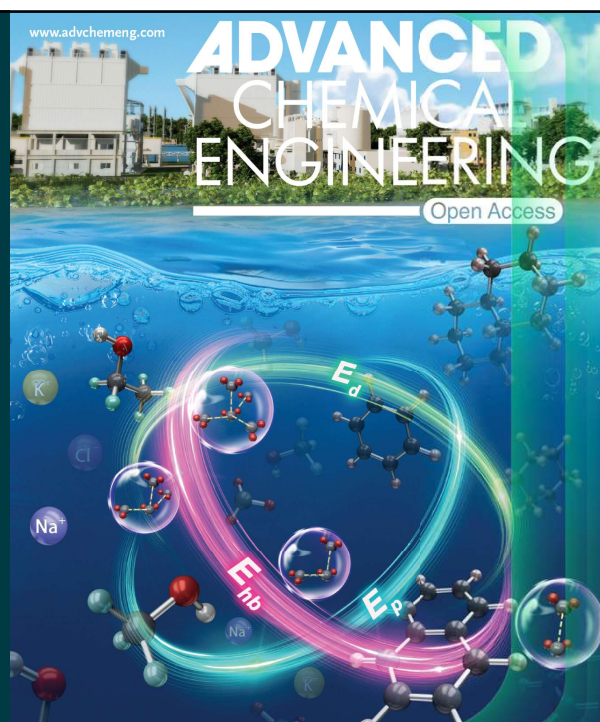
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Conclusion

5 Things Successful Authors Do Well



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Five Things Successful Authors Do Well

- Tell a clear scientific story – ***Why this work matters***, not just what was done
- Choose the right journal – consider ***audience fit***, not just impact factor
- Make Reviewers'/Editors' jobs easy – provide a ***well-organized manuscript/cover letter***
- Anticipate questions and criticism – present your logic clearly and ***position your work*** against prior literature
- See peer review as collaboration – ***use peer review*** to improve the manuscript, not a sign of failure



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